

# **Business Case for Breastfeeding**

## **AGENDA**

**June 7-8, 2011**

**Bismarck Capitol Building, Judicial Wing**

### **Tuesday, June 7, 2011 (Pioneer Room, ground floor)**

8:00	Registration
8:30-10:15	Business Case for Breastfeeding (BCB) overview
10:15-10:30	Break
10:30-12:00	Breastfeeding is Good for Business
12:00-1:00	Lunch on your own (Capitol Lunchroom)
1:00-2:15	Easy Steps for Implementing Lactation Support in the Workplace
2:15-2:30	Break
2:30-5:00	Effective Outreach to Businesses

### **Wednesday, June 8, 2011 (Rooms 210-212, 2<sup>nd</sup> floor)**

9:00-9:30	Using the BCB to Conduct Outreach with Businesses
9:30-12:00	Strategic Planning

**Certificate of Completions will be provided for Day 1 (up to 7 hours).**

### **Learning Objectives**

Upon completion of this training program, participants will be able to:

1. Describe three ways supporting breastfeeding families can improve a company's bottom line.
2. Identify at least three common challenges to sustaining breastfeeding after women return to work, and a strategy for addressing each.
3. List the four components of a successful workplace lactation support program targeting male and female employees.
4. Describe at least two motivators of employers and two barriers to implementing a workplace lactation program.
5. Develop a strategic plan for implementing *The Business Case for Breastfeeding* in a community.
6. Identify at least two teaching strategies that can be used in presenting the "Implementing *The Business Case for Breastfeeding* in YOUR Community as a community-based training program.